GOVERNMENT OF INDIA
YOUTH AFFAIRS AND SPORTS
LOK SABHA

UNSTARRED QUESTION NO:310
ANSWERED ON:26.04.2016
PPP in Sports
Kumar Shri P.

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

(a) whether the Government has prepared any policy for fostering Public- Private Partnership (PPP) in the field of sports and in the preparation of sports infrastructure in the country;
(b) the details of the steps taken by the Government to attract rural youths and providing them adequate sports facilities for training and sustenance; and
(c) whether the Government has explored the possibilities of allowing sponsorship of players and sports grounds, etc., by the PSUs and private business houses particularly in rural areas and if so, the details thereof?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE)
FOR YOUTH AFFAIRS AND SPORTS
(SHRI SARBANANDA SONOWAL)
(a) to (c): No specific policy for Public-Private Partnership (PPP) in the field of sports has been prepared. However, the Government has taken following steps for encouraging the private sector in promotion and development of sports in the country:
(i) setting up National Sports Development Fund,
(ii) including sports in the list of permissible activities for deployment of Corporate Social Responsibility (CSR) funds, and
(iii) instituting Rashtriya Khel Protsahan Puruskar for recognizing contributions of corporate entities.
National Sports Development Fund was set up by the Central Government in 1998, under Charitable Endowments Act 1890, with a view to mobilizing resources from the Government as well as non-governmental sources, including the private/corporate sector and non-resident Indians, for promotion of sports and games in the country.
The Ministry of Youth Affairs & Sports instituted Rashtriya Khel Protsahan Puruskar in 2009 with the objective of encouraging and promoting involvement of corporates, voluntary organizations, sports control boards etc., in the promotion and development of sports in the country.
'Training to promote rural sports, nationally recognized sports, Paralympic sports and Olympic sports' has been included in Schedule VII of the Companies Act, 2013, which would allow companies to spend on development of sports from the funds earmarked for Corporate Social Responsibility (CSR) - related activities. Inclusion of sports in this Schedule is expected to give a boost to the promotion and development of sports in the country and the much needed funds from companies, both in public and private sector, are expected to flow into the sports sector.
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